

What is claimed is:

1. A cellular rubber material prepared by heating a rubber composition comprising
 - (A) 100 parts by mass of polymer which contains 30 to 100 % by mass of polar group-substituted polymer,
 - (B) 1 to 30 parts by mass of organic blowing agent, and
 - (C) 0.1 to 10 parts by mass of organic peroxide.
2. A cellular rubber material claimed in claim 1 in which the polar group-substituted polymer contained in the polymer (A) is chlorinated polyethylene.
3. A cellular rubber material claimed in claim 2 in which a chlorine content of the chlorinated polyethylene is 10 to 35 % by mass and Mooney viscosity at 100°C $ML_{(1+4)}$ thereof is 30 to 100.
4. A cellular rubber material claimed in claim 1 in which decomposition temperature T_1 of the organic blowing agent (B) is 100 to 170°C.
5. A cellular rubber material claimed in claim 1 in which one-minute-half life temperature T_2 of the organic peroxide (C) is 100 to 170°C.
6. A cellular rubber material claimed in claim 4 in which a relationship between the decomposition temperature T_1 of organic blowing agent (B) and the one-minute-half life temperature T_2 of organic peroxide (C) is $-20^{\circ}\text{C} \leq (T_1 - T_2) \leq +30^{\circ}\text{C}$.
7. A cellular rubber material prepared by extrusion-molding into a predetermined shape, heating, crosslinking and foaming a rubber composition comprising
 - (A) 100 parts by mass of polymer which contains 30 to 100 % by mass of polar group-substituted polymer,
 - (B) 1 to 30 parts by mass of organic blowing agent, and
 - (C) 0.1 to 10 parts by mass of organic peroxide.
8. A cellular rubber material claimed in claim 7 in which the polar group-substituted polymer contained in the polymer (A) is chlorinated polyethylene.
9. A cellular rubber material claimed in claim 8 in which a chlorine content of the chlorinated polyethylene is 10 to 35 % by mass and Mooney viscosity at 100°C $ML_{(1+4)}$ thereof is 30 to 100.
10. A cellular rubber material claimed in claim 7 in which decomposition temperature T_1 of the organic blowing agent (B) is 100 to 170°C.

11. A cellular rubber material claimed in claim 7 in which one-minute-half life temperature T_2 of the organic peroxide (C) is 100 to 170°C.
12. A cellular rubber material claimed in claim 10 in which a relationship between the decomposition temperature T_1 of organic blowing agent (B) and the one-minute-half life temperature T_2 of organic peroxide (C) is $-20^{\circ}\text{C} \leq (T_1 - T_2) \leq +30^{\circ}\text{C}$.
13. A cellular rubber material claimed in claim 1 in which heating is conducted by means of microwave irradiation.
14. A method for preparing a cellular rubber material prepared by extrusion-molding into a predetermined shape, heating, crosslinking and foaming a rubber composition comprising (A) 100 parts by mass of polymer which contains 30 to 100 % by mass of polar group-substituted polymer, (B) 1 to 30 parts by mass of organic blowing agent, and (C) 0.1 to 10 parts by mass of organic peroxide.
15. A method for preparing a cellular rubber material claimed in claim 14 in which heating is conducted by means of microwave irradiation.